RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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June 24, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Harry:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

	WINSTON	#/ (6M) Cases
UPC Code	Brand Style	B1G1F
12300-24091	*Box*	2
12300-24092	*Light Box*	2

Product / Premium Arrival:	July 14, 1997
Ship Date to Retail:	Week of: July 28, 1997
SKU CUBE:	1.4360
SKU WT (w/o Product):	3.7500 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Full Price Cartons
EFT $ Amount:	$349.35
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/snvn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (1 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162301

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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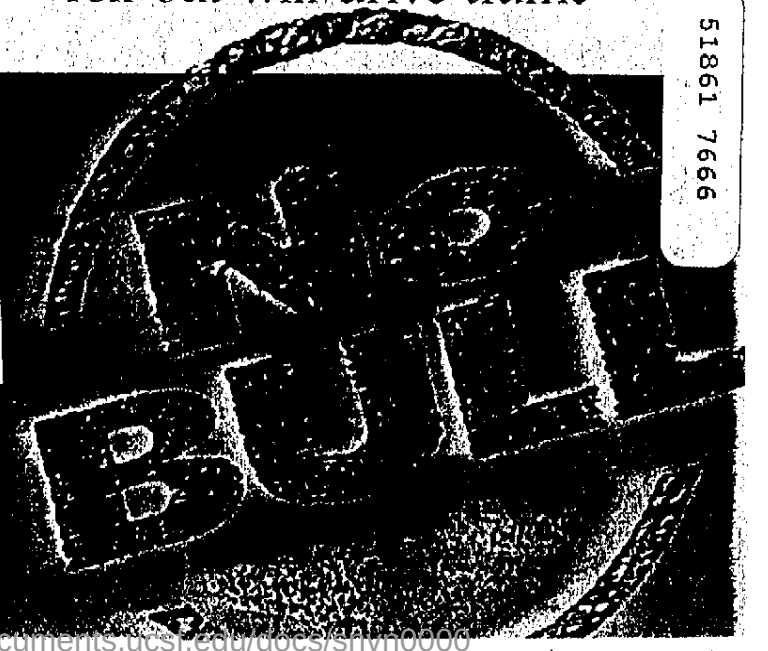
Source: https://www.industrydocuments.ucsf.edu/docs/snvn0000

New package deal on New Winston.

- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out

- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic



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Source: https://www.industrydocuments.ucsf.edu/docs/shvh0000

#700465

WHOLESALER PACKING INSTRUCTIONS

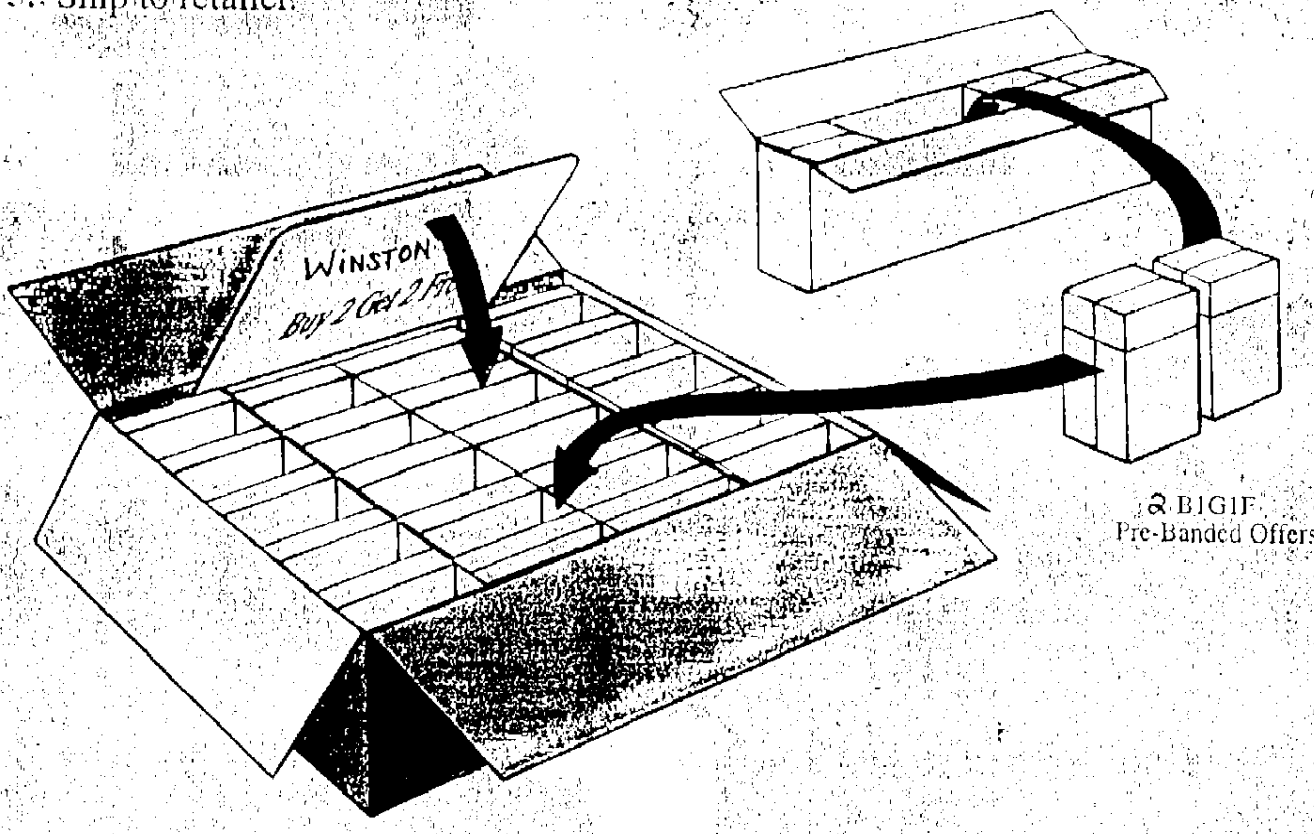
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" Offers.



2 B1G1F Pre-Banded Offers

Item: # 526982
Description: WINSTON B2G2F Sleeve / POS Kit

Brand Style	WINSTON BOX	WINSTON LT BOX				
Number of Cartons	4	4				

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Source: https://www.industrydocuments.ucsf.edu/docs/snvn0000

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WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	1				(518)891-1890
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518)561-9369
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518)561-6788
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1				(518)963-7277
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518)561-8500
162301	162323	787715	BORDERVIEW GROCERY	RT 11 & RIDGE ROA	CHAMPLAIN	NY	12919	1				(518)298-3050
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1				(518)585-3577
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1				(518)585-7527
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518)561-6858
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	1				(518)891-2485
162301	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1				(518)563-6300
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1				(518)563-6061
162301	162323	177923	H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY	12985	1				(518)643-8028

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TEMPLATE TOTAL ACCOUNTS 13 TOTAL QUANTITY 13

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